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# **SCORE**

Counselors to America's Small Business

CONTACT 404-331-0121

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**NOVEMBER 2004 SMALL BUSINESS SEMINARS**

## **How To Create A Winning Business Plan**

Learn what is at the heart of a winning business plan.

Find out how to focus your thoughts into a convincing business case.

Make your business plan stand out from the crowd.

Understand how to maximize value creation and win against the competition. Package your thoughts in a cohesive, well-organized document.

**Tuesday, November 16, 10:00am - 1:00pm**

**SBA Georgia District Office, Peachtree Center**

**233 Peachtree St., N.E., Atlanta — Harris Tower, Suite 1900**

**Fee: \$40 pre-registered / \$50 at the door**

**Register at [www.scoreatlanta.org](http://www.scoreatlanta.org) or 404-331-0121**

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## **How To Start A Successful New Business**

## **Essential Information To Help You Succeed**

From first idea to first dollar, business case studies will outline the right way to launch a business or tune up an existing one.

Learn how to determine how much money is needed to open a business and sustain it over the startup period.

Explore initial marketing concepts to full scale plans, with a focus on how to mount cost-effective promotions that result in profitability.

Study basic business legal issues and government requirements as well as the steps needed to protect your interests.

**Wednesday, November 17, 9:30am - 4:00pm**

**SBA Georgia District Office, Peachtree Center**

**233 Peachtree St., N.E., Atlanta — Harris Tower, Suite 1900**

**Fee: \$55 pre-registered / \$65 at the door**

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## **Financing Your Small Business**

### **The Path to A Lending Source**

**How to secure funding for startups and ongoing businesses — with each monthly seminar modified to address specific interests and needs of pre-registered participants.**

**The most effective way to obtain Small Business Administration (SBA) Guaranteed Loans, including a review of the bank decision and underwriting process.**

**How loan and venture investor decisions are made — what crucial questions you must answer, including the importance of credit reports.**

**Business plan preparation review and discussion of what yours must contain to facilitate positive funding decisions.**

**Tapping non-traditional funding sources including: Angel Investors, Seed Capital, Venture Capital, factoring, vendor and user financing, leasing, merchant banking.**

**Tuesday, November 23, 10:30am–12:30pm**

**SBA Georgia District Office**

**233 Peachtree Street, 1900 Harris Tower, Atlanta (Peachtree Center)**

**Fee: \$40 pre-registered / \$50 at the door**

**Register at [www.scoreatlanta.org](http://www.scoreatlanta.org) or 404-331-0121**

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**Note to editor: SCORE/Atlanta has offices in downtown Atlanta, Gwinnett, Cobb, North Fulton and Newnan-Coweta. For more information, e-mail [office@scoreatlanta.org](mailto:office@scoreatlanta.org) or call 404-331-0121. For detailed background material visit the SCORE national site [www.score.org](http://www.score.org). <http://www.sba.gov>. The SCORE Association was formed in 1964 as a nonprofit association and SBA resource partner dedicated to entrepreneur education and the formation, growth and success of small business nationwide. The association is headquartered in Washington, D.C. with 389 chapters throughout the United States and its territories.**